

Communications & External Relations

2009-2010 End of Year Report

Completed by: Jeff Julian

Date: 8/2010



DEPARTMENTAL PURPOSE/MISSION:

The Communications and External Relations Office promotes the college and its students, faculty and staff through comprehensive and coordinated media and public relations efforts. Staff members work with the news media and other outlets to share the amazing stories of Joliet Junior College. In addition to media relations, the Communications office also coordinates legislative relations and crisis communications.

SECTION 1: Accomplishments within the Department/Area

1A. Departmental Accomplishments

1. Improve legislative relations. Though other priorities prevented us from establishing a formal process, we have made significant progress in establishing excellent relationships with legislators, coordinating work with the college lobbyist, and overall coordinating legislative communications and relationships to support major college initiatives including grants.
2. Design CER social media philosophy/plan. We are currently using many social media/networking clients in our media and PR efforts, including YouTube, Twitter, Facebook, and Flickr. We are continuing to work on a formal, written philosophy, including an overall usage policy for the college.
 - Twitter: <http://twitter.com/JJCpr>
 - Flickr: <http://www.flickr.com/photos/jolietjuniorcollege/>
 - Facebook: <http://www.facebook.com/pages/Joliet-IL/Joliet-Junior-College/69511125863>
 - YouTube: <http://www.youtube.com/user/JJCWolves>
3. Create experts list for media and outreach efforts. We have compiled a list of experts that we currently use for radio, TV, and print publications, as evidenced by their reference in major news stories (psychology, culinary arts, etc.).
4. Create strategic media planning process. Developed a process for evaluating media and emergency communications efforts, and implemented planning to ensure accurate communication is delivered in a timely manner, (ex. construction communication).
5. Led the committee organizing the Greenhouse Facility Grand Opening Ceremony
6. Led the committee organizing the Campus Center Groundbreaking Ceremony
7. Served on the committee organizing the Bell Tower Rededication Event
8. Organized a team to study the use of social media at the college
9. Served on the committee to organize the memorial Dystrup tree planting ceremony
10. Organized and helped create the Illinois' Phi Theta Kappa awards ceremony booklet (completed three-year commitment for JJC)
11. Organized and led construction communication team responsible for ensuring communication to employees regarding construction

12. Served on the Signage and Wayfinding Committee – master plan
13. Served on the planning group for the move of graduation to Lewis University
14. Administered the college’s application process for federal appropriations
15. Organized the college’s J. D. Ross Extraordinary Service Award process and committee
16. Served on the graduation committee that led to a successful ceremony at Lewis University, the first off-campus graduation ceremony away from JJC.
17. Continued to update and manage the college’s FOIA process, including the writing of a new board policy for requests.
18. Reviewed JJC websites on a regular basis using Google Analytics, providing an analysis of JJC website use.
19. Held a departmental retreat to develop a set of goals and priorities for the department.
- 20.

1B. Unaccomplished Priorities/Goals

- 1) Implement legislation relations process. Though other priorities prevented us from establishing a formal process, we have made significant progress in establishing excellent relationships with legislators, coordinating work with the college lobbyist, and overall coordinating legislative communications and relationships to support major college initiatives including grants.
- 2) Schedule/implement FY2010 ambassadors program. While other priorities impeded progress in this area, we plan on instituting the program in FY 2011. This is largely contingent, however, on funding and staffing levels.

SECTION 2: Assessment and Evaluation of Core Programs, Functions, and Projects

2A. Primary Programs/Services

Use your listing of core functions to complete this section

Core Projects, Functions, and Projects	Currently Evaluating (Y/N)	If Yes, how program or service is being evaluated/assessed. If No, how program or service might be evaluated.	Tool/Process Utilized
Media Relations	Y	Media placements are tracked and evaluated on a daily basis; report is generated annually.	Meltwater
Legislative Relations	Y	Evaluated through assessment of relationships and support by legislators for various college initiatives.	N/A
Public Relations	Y	Media placements are tracked and evaluated on a daily basis; report is generated annually; additionally, the college performs community perception studies and other surveys.	Meltwater/Surveying

Core Projects, Functions, and Projects	Currently Evaluating (Y/N)	If Yes, how program or service is being evaluated/assessed. If No, how program or service might be evaluated.	Tool/Process Utilized
Strategic Internal Communication	Y	Through surveys, such as the PACE survey and Constant Contact newsletter survey; employee focus groups.	Surveys; employee focus groups
Crisis Communications	Y	Evaluated through testing of crisis communications tools during drills. Also evaluated data-base of notification users.	Drills

2B. One or Two Examples of How Department Utilized Data to Drive Program Improvement

(When possible, consider existing data from JJC Institutional Research and Effectiveness: www.jjc.edu/about/college-info/institutional-research/)

- Based on surveys, anecdotal data, and best practice research, continued to provide more photo and video content in internal communication pieces, particularly in updating and managing the website for the Master Plan.

Used data from the crisis drills to implement improvements to the emergency notification system.

2C. Reference List of Departmental Reports

- Media Relations report.
- Emergency Notification System reports.
- FOIA reports.
- Google analytic reports.
- PACE survey (for internal communications).

SECTION 3: Future Departmental Priorities and Goals

Priorities and Goals for Coming Academic Year

Note: Evaluate and utilize existing data from JJC Institutional Research and Effectiveness, if it is available and applicable. www.jjc.edu/about/college-info/institutional-research/

Priority/Goal for Coming Academic Year	Reasons for Establishing this Priority/Goal	Check if Data is Provided in Appendix
Revamp the Communications & External Relations website, including the Master Plan website	Continuing to evolve the CER website helps us over dynamic content to our community, as well as create a resource for the media; additionally, the master plan website is an important communication piece and needs to be easier for users to navigate.	

Priority/Goal for Coming Academic Year	Reasons for Establishing this Priority/Goal	Check if Data is Provided in Appendix
Continue to use strategic planning for media, PR, and legislative efforts, including implement one major campaign per semester	Continued success in media/PR/legislative efforts depends on our ability to proactively and strategically plan these efforts, guided by data and in support of the brand and image of the institution; additionally, to this end, CER will select one area to focus a campaign on each semester	See FY2010 Media Relations Report & PEW News Consumption 2010: Portable, Participatory and Personal
Increase internal awareness of JJC Weekly News	Internal communication continues to be an issue on campus (see PACE survey); continuing to promote awareness of the college's flagship newsletter will help in ensuring important messages are received.	See PACE Survey
Continue to focus on social media/networking and integration of efforts	As budget dollars become scarce, using any available media, including social and other new online opportunities, is crucial to advancing the college's strategic messages.	See PEW: Social Media and Young Adults
Incorporate more videos/photos on the web, newsletter, etc.	As media continues to shift to an interactive and participatory model, we will need to keep providing more content, such as video and photos; this is supported by reader data for the weekly newsletter.	See Constant Contact Reader Data & PEW: Social Media and Young Adults
Assist/advise HR in improving key employee communications	Internal communication continues to be an issue on campus (see PACE survey); training and advising HR in the delivery of key employee messages will ensure that these messages are delivered in a timely and easy-to-understand manner.	

SECTION 4: Staff Development and Accomplishments

4A. *Please provide a general summative statement (paragraph or two) about staff development in your area over the past year.*

The CER department has been very active in professional development on a local, regional, and national basis and is regularly engaged in professional development activities.**4B. Staff Development Initiative and Accomplishments**

- Individual Accomplishments

- 1) Jeff Julian presented seminar on marketing/communications and the master plan to adjunct faculty.
- 2) Jeff Julian and Kelly Rohder attended webinars on Emergency Notification System training; Storytelling; Targeting the Media; Reputation-building; and Media Training for Media Trainers.
- 3) Jeff Julian presented on social media during PPD week and to members of the Plus 50 program.
- 4) Kelly Rohder led and served on college committee designed to preserve the oral history of Joliet Junior College.
- 5) Kelly Rohder and Jeff Julian attended the NCMPR District Conference – professional development organization.
- 6) Kelly Rohder and Jeff Julian completed the Will County Public Information Officer Seminar.
- 7) Candace Malone attended a one-day professional development seminar for administrative assistants.
- 8) Jeff Julian graduated from the Joliet Chamber of Commerce’s Community Leadership School.
- 9) Jeff Julian attended the Higher Education Government Relations Conference.
- 10) Jeff Julian wrote a column on social media and higher education published in online blog.
- 11) Jeff Julian attended National Legislative Summit for Community Colleges.

4C. Staffing Changes (July 1, 2009 – June 30, 2010)

No staffing changes during this time period.

4D. Future Staff Development and Training Needs

It will be important for CER staff to continue to stay up-to-date on the emerging social media/networking clients and other new media/online communities.

CER staff will also have to continue to drill and train for crisis communications, including media training.

SECTION 5: Departmental Collaboration

Internal and External Collaborations

Strategic Collaboration (Program/Service)	Collaborative Partners (offices, organizations and/or people)	Internal or External	Collaboration Outcome/Results
* Created a construction communications task force that included individuals from multiple departments.	CER Facilities Services Campus Police Marketing	Internal	Streamlined communication methods and enhanced consistency in messaging.
* Organized groundbreaking and building opening ceremonies	CER Marketing Alumni Faculty Facility Services	Internal	Successful events held for the greenhouse grand opening and campus center groundbreaking
Transition of college's graduation ceremony location to Lewis University	Reps from nearly all college groups	Internal	Successful planning process and transition to Lewis University
Dedication ceremony of JJC Alumni Bell	Marketing CER Alumni/Foundation	Internal	Raised awareness and excitement regarding the alumni bell, which further helped entrench the new logo on campus
Assisted with the Dystrup Tree Planting Memorial	CER Trustees Marketing	Internal	Successful event held to commemorate life of long-serving trustee who passed away
Assisted with major community relations events (Belman medals ceremony; Tuskegee Airmen; and Jarret Payton book talk)	CER Student Development	Internal	Successful events that were well attended and well promoted resulted in many positive media mentions for the college
* Implemented new Freedom of Information Act process	CER College attorneys Campus Police	Internal	Implemented the changes to the Freedom of Information Act; worked with college attorney to put changes in effect and set up new website
Assisted with JJC portal rollout	CER IT Marketing	Internal	Assisted with internally promoting the JJC portal to staff and faculty as well as helping with design of portal for news and events that resulted in a streamlined user experience.
* Leveraged legislative relationships for public support on projects and grants	CER Federal and state legislators President's Office Trustees Grants Office	External	Collaborated with legislative representatives on the state and federal level to garner support for college initiatives, including letters of support for major grants

** Indicates your department provided the organizing leadership for the accomplishment of the effort.*